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NANTAWAN INTACHAT : FACTORS RELATING TO THE DECISION OF URBAN RESIDENTS TO PURCHASE "GREEN PRODUCT": A CASE STUDY OF AN URBAN COMMUNITY, MUANG DISTRICT, NAKON RATCHASIMA PROVINCE. THESIS ADVISOR : SUBPHACHAI SUKARAWAN , M.S. (APPLIED STATISTICS). SIRICHA CHINATANGUL , Ph.D. VINAI VEERAVATNANOND , Ph.D. 166 p. ISBN 974-588-920-0

Solid waste pollution is an important problem in urban communities throughout Thailand, due to expanded industrialization and population growth. In addition, many consumers are using disposable products that add to the communities' solid waste problems. One way to reduce the solid waste problem is the purchase of "Green Products." The purpose of this case study was to examine some factors in consumers' decisions regarding the purchasing of green products. To carry out this study a structural interview questionnaire was developed and pretested. The target population was all the heads of households or spouses residing in the urban community of Muang District , Nakon Ratchasima Province. A multistage random sampling technique was employed to obtain samples. The total number of residents interviewed was 420 people.

The Chi-square and Pearson's Correlation Coefficient Analysis revealed that personal factors influencing the purchase of green products were sex, marital status, occupation, education and income. The marketing and promotion factor associated with the purchase of green products was price. In conclusion, the findings indicated that the majority of the urban residents in the studied community would purchase green products. The determining factor in the purchase decision was the influence of price.